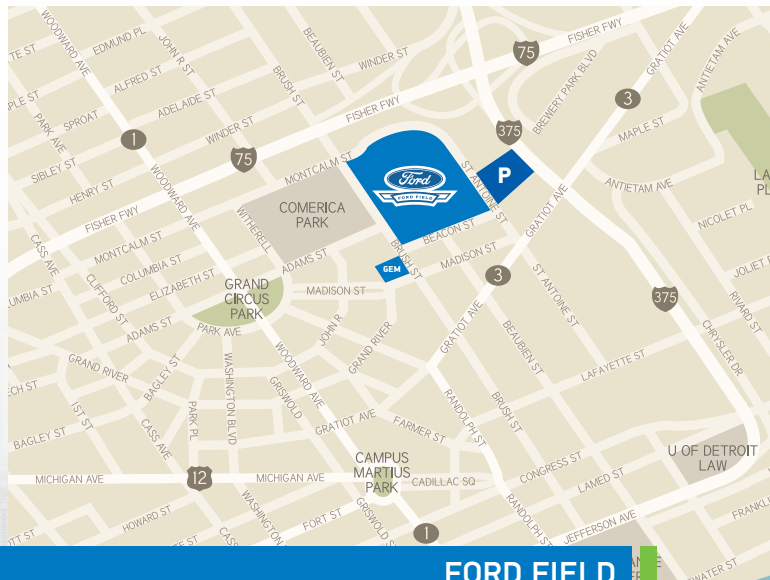




techtipoff.com

#techtipoff



**FORD FIELD**  
1902 St. Antoine • Detroit, MI 48226

Community. Collaboration. Innovation.

2014

# MANUFACTURING AMERICA SYMPOSIUM

featuring > **TECHNOLOGY TIP OFF**



**SIEMENS**

PRESENTED BY

**ELECTRO-MATIC  
PRODUCTS, INC.**

March 19-20, 2014 • Ford Field • Detroit



## Community. Collaboration. Innovation.

Siemens and Electro-Matic invite you to join executives, technology leaders, and innovators in the manufacturing industry to broaden your understanding of the latest emerging automation, controls, drive technologies and PLM within this evolving industry.

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- 9-10 Presenting Exhibitor: Electro-Matic Products, Inc.
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## Register and Attend for FREE

Registration is required for attending the FREE exhibitor show and seminars at the 2014 *Manufacturing in America Symposium featuring Technology Tip-Off* and must be done prior to the show by using the QR code available on this page or by visiting the following web address:

[techtipoff.com](http://techtipoff.com)

Seminar spaces fill quickly and are reserved on a first come, first serve basis. Parking is also free at the Ford Field Parking Garage located on the east side of St. Antoine.



## Shuttle Transportation

A free shuttle service is available to and from Ford Field to the Electro-Matic headquarters in Farmington Hills, MI and the Siemens office in Troy, MI on both days of the event via the following schedule:

### From and to Electro-Matic Products

23409 Industrial Park Court • Farmington Hills, MI 48335

DEPART EMP	ARRIVE FORD FIELD	DEPART FORD FIELD
7:30am	8:00am	9:00am
10:00am	10:30am	12:30pm
1:30pm	2:00pm	3:15pm
4:00pm*	4:30pm*	7:15pm* / 5:15pm**

\* Wednesday Only    \*\* Thursday Only

### From and to Siemens

5555 New King Drive • Troy, MI 48098

DEPART SIEMENS	ARRIVE FORD FIELD	DEPART FORD FIELD
7:45am	8:15am	9:15am
10:15am	10:45am	12:45pm
1:45pm	2:15pm	3:30pm
4:15pm*	4:45pm*	7:15pm* / 5:15pm**

\* Wednesday Only    \*\* Thursday Only

## Hotel Information

The Manufacturing in America Symposium featuring Technology Tip-Off also offers a group discount on two local hotels: the *Greektown Casino and Hotel* and the *Hilton Garden Inn*, both located within walking distance of Ford Field. **Availability is limited.** For additional details please visit our Event page at: [techtipoff.com](http://techtipoff.com)



Wednesday

## Automotive Manufacturing Summit

As part of the Manufacturing in America Symposium, Siemens and Electro-Matic invite you to the Automotive Manufacturing Summit to be held in Detroit on March 19, 2014 at Ford Field. Join executives, technology leaders, and innovators in the manufacturing industry to explore how technology is driving a manufacturing resurgence in America – and discover how the Automotive Industry is leading the way. This thought leadership summit is a day of thought provoking presentations, discussions and best practices from leading automotive manufacturers, suppliers, educators, government and industry leaders focused on manufacturing in America and its impact.

### Other Leaders Presenting throughout the Day

- **Carl Levin**  
United States Senator
- **Sandy Levin**  
U.S. House of Rep., MI, 9th District
- **Helmuth Ludwig, CEO**  
Siemens Industry
- **Nigel Francis, Senior V.P.**  
Automotive Industry Office, MEDC
- **Allison Stephens, Ergonomist and Technical Leader**  
Ford Motor Company
- **Laurie Harbour-Felax, President**  
Harbour Results, Inc.
- **Barry MacGregor, Manager**  
Dow Corning
- **Larry Drake, CEO**  
Kuka
- **Jim Toeniskoetter, President & COO**  
HIROTEC AMERICA, Inc.

Following their presentations, a panel discussion will be moderated by **Jeff Green**, of Bloomberg News. These thought-provoking sessions promise to explore how technology is driving the resurgence in U. S. manufacturing and where future jobs, and gains in quality, productivity, safety and sustainability, will arise. Members of these sessions include the thought leaders listed above as well as:

- **Jake Bronstein, Founder at Flint and Tinder USA, LLC (Blueace Project)**
- **William F. Jones, Jr., CEO Focus: HOPE**
- **Kenneth Rogers, Executive Director of Automation Alley**

### Networking Reception and Activities

The Manufacturing in America Symposium and Technology Tip-Off allows for significant networking time with industry leaders and your industry peers. On Wednesday March 19th the hosts will be sponsoring a Networking Reception from 4-7pm that will have hors d'oeuvres, beverages and live entertainment in the relaxed atmosphere of the Ford Field Atrium. On Wednesday from 9-12am the Frank Beckmann Show will be broadcast live from the main atrium. Frank will focus his show on the technologies present at the show; in addition, discuss business issues facing our markets. He will be conducting live interviews with Industry Executives that are relevant to the Manufacturing in America and Technology Tip-Off Conference during the broadcast. Other activities available during the two day event will include Ford Field Tours and Press Podium Photos, NASCAR Simulator, Field Goal Kicking on the turf under the tutelage of Lions legend Eddie Murray, Golf Simulator, and as always NCAA games broadcasted live in the atrium along with a bracket contest. A complete listing of available activities can be found on Page 5 of this booklet.



Wednesday through Thursday

## Technology Tip-Off

Two days with nearly 100 technical seminars, over 40 different vendors on two exhibition floors, one-on-one discussions with top industry experts and networking opportunities.

### Nearly 100 Focused Seminars

Technology Tip-Off is a Technology Transfer Event and the variety and breadth of seminars at this year's event is sure to hold significant educational value for you and your areas of expertise. If your field is Engineering Management, Electrical Engineering, Controls Engineering, Facilities Management, Energy and Sustainability, Plant Maintenance, Plant Safety, or Operations you will surely find multiple seminars available for your attendance to enhance your knowledge of the latest technology and how it can benefit you and your company to gain a competitive advantage.

Technical and Practical Seminar topics include PLC's, Servo Systems, Security, Sustainability, Industrial Networks, LED technology, IT, RFID, Safety, Design Software, Machine Vision, VFD Drives, Hybrid Cable, Energy Management, UL/IEC, Traceability, Operator Interfaces, Troubleshooting, and Start Up techniques. These seminars will be held over the two days of the event March 19th and 20th with many of them repeating each day to allow you to hit the key seminars that will benefit you the most. See Pages 24 to 40 for a complete listing of scheduled seminars and detailed descriptions. The registration process will allow you to sign up for the seminars that you wish to attend.

### Over 40 Industry Vendors

Technology Tip-Off is sponsored by International Technology Companies that are leaders in their field. Technology Specialists from each of these companies will be present for hands on demonstrations of their latest innovations and value propositions. This unique trade fair will allow you to have a one on one discussion with an industry expert and the opportunity to discuss your needs and problems you face in the implementation of technology in your workplace.

Companies such as Electro-Matic, Siemens, Turck, Rittal, Datalogic, Fortress, Intercontec, and many more will have their latest products on display for you to view and gain more knowledge of the products and solutions you can use to improve your designs and plant operations. Executives and Engineering Managers from each of these companies are available along with conference room space for one on one meetings if you have special needs that need to be reviewed. See your Electro-Matic Account representative to schedule these meetings as needed. A complete listing of sponsoring vendors and company descriptions can be found on Pages 10 to 21.



## West Atrium



## The Frank Beckmann Show

Detroit's hometown personality, Frank Beckmann brings his 40 plus years of broadcasting experience and his easy, laid-back humor to News/Talk 760 WJR listeners every morning.

Frank continues the tradition of more interviews, more celebrities, more business coverage, and more sports with a style that his fans have come to know and love. Frank's level of curiosity makes him a great listener and an even better host. Join Frank during a live remote broadcast!

Wednesday, March 19th  
9:00am - 12:00pm



## After Hours Networking Reception

Our Wednesday evening networking reception will feature live entertainment along with beverages and hors d'oeuvres. Please join us in the main atrium for this opportunity to see the displays, learn about the technologies, meet and share ideas.

Musical entertainment provided by *Mainstream Drive*.

Wednesday, March 19th  
4:00pm - 7:00pm

## Ford Field Turf



## Kick a Field Goal with Eddie Murray

Do you have what it takes to walk on the turf at Ford Field to line up and attempt a 30-yard field goal? 40 yards? Maybe 50 yards?

Get sage kicking advice from the National Football League's 16th-highest scoring player, former Detroit Lions kicking specialist Eddie Murray!

Eddie will be present to sign autographs, take pictures, offer field goal instructions and tips along with a question and answer session!

Thursday, March 20th  
12:00pm - 6:00pm

## Event Floor



## College Basketball Televised Live!

Multiple live feeds of tournament games will be broadcast throughout the event floor throughout the day on Thursday, March 20th - so don't worry about missing any of the action!

Test your basketball prognostication skills in our annual March Madness bracket contest!

Thursday, March 20th  
All Day

## West Atrium



## Virtual NASCAR Simulator

Feel the wind in your face as you grip the wheel through banking turns with 600 horsepower at your command! Drivers start in last position and try to move up through a field of today's premier NASCAR drivers.

Use real race car driving controls on real NASCAR tracks such as Charlotte and Daytona! An audience HDTV shows your position in the race field with an electronic leaderboard that shows how you stack up against other drivers!

Wednesday, March 19th  
8:00am - 7:00pm

Thursday, March 20th  
8:00am - 5:00pm

## 2nd Floor Atrium



## Virtual Golf Simulator

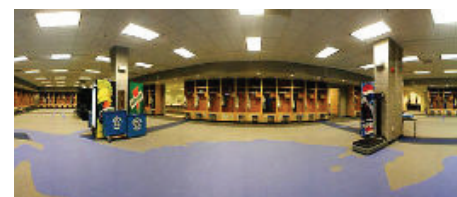
Our indoor golf simulator takes you to Par 3 holes at world famous courses like Teeth of the Dog, Morningside, Troon North and Princeville!

A computerized leaderboard of the Top 15 golfers at the event will be displayed for all to see once each contestant has finished his or her five swings.

Need to work on your swing? The simulator offers Swing Analyzer data and images display after every swing!

Wednesday, March 19th  
8:00am - 7:00pm

Thursday, March 20th  
8:00am - 5:00pm



## Ford Field Tours

Take part in a guided tour of the home of the National Football League's Detroit Lions! The tour includes stops on the Press Level of Ford Field, the Rooftop Suite, Club Level, Luxury Suites, Visitors Locker Room and the Lions' own Locker Room finished up with a stop on the Ford Field turf.

Wednesday, March 19th  
12:00pm - 5:00pm

Thursday, March 20th  
12:00pm - 5:00pm

## Adams Street Concourse



## Ford Field Podium Press Photo

Get your picture taken at the Ford Field press conference podium! Located in the main concourse area on both days of the Technology Tip-Off event.

On Thursday morning there will be a professional photographer stationed at the booth to take your photo from 9am - 1pm!

Wednesday - Thursday  
8:00am - 5:00pm

Thursday: Photographer  
9:00am - 1:00pm

West Atrium

# SIEMENS

## Siemens Industry, Inc.

Integrated technologies, vertical market expertise and services for greater productivity, energy efficiency and flexibility.

The Industry Sector is one of the world's leading suppliers of innovative, environmentally friendly products and solutions for industry customers. Solid market expertise, technology-based services and software for industrial processes are the levers we use to increase our customers' productivity, efficiency and flexibility.

We consistently rely on integrated technologies and, thanks to our bundled portfolio, we can respond more quickly and flexibly to our customers' wishes. With our globally unmatched offering of automation technology, industrial control and drive technology as well as industrial software, we equip enterprises with what they need over their entire value chain – from product design and development to production, sales and service. Our industry customers also profit from our comprehensive offering of services tailored for their market and their needs.

Siemens Industry is able to cut the time needed for the market launch of many products in half with software and automation technology while also significantly reducing energy or wastewater costs for manufacturing companies. In this way we increase our customers' competitive strength and make an important contribution to environmental protection at the same time with our energy-efficient products and solutions.

## The Ultimate Combination of Productivity and Efficiency

### SIMATIC S7-1500 plus TIA Portal

Enhanced performance – enhanced usability: The new SIMATIC S7-1500 controller sets new standards in productivity with its many innovations. SIMATIC S7-1500 is perfectly integrated with the Totally Integrated Automation Portal (TIA Portal) for maximum efficiency in engineering.



### Siemens CE Mobile Showcase

Don't forget to visit the Siemens Controls Engineering Mobile Showcase located in the northwest portion of Ford Field's West Atrium!

## Automation Technology

Automation technology from Siemens contributes decisively to the continuous optimization of your company-wide processes. Totally Integrated Automation, the unique, uniform range of products and systems for automation in the manufacturing and process industry, forms the core of our portfolio. It provides the optimum basis for solutions that are perfectly tailored to your individual requirements.

## Drive Technology

The variable-speed drives from Siemens Drive Technologies are available in a variety of versions which cover all the requirements of modern industrial applications. The range extends from low-cost versatile converters for small performance capacities through reliable large drives in the megawatt range up to highly dynamic drives for machine tools and production machines.

Low-voltage and servo motors for the entire mechanical engineering and plant construction industry - the solution for the future: maintenance-free, dynamic and powerful.

## Industrial Services

Our experienced, dedicated service teams understand what makes your business run, safely and efficiently. You can rely on us for industry and infrastructure services that maintain your day-to-day operations at the highest levels.

## Low Voltage Controls and Distribution

Extremely high demands are made on modern low-voltage controls and distribution: users want cost-effective solutions which can be easily integrated in control cabinets, distribution boards and distributed systems and which can communicate perfectly with each other. Siemens has the answer: SIRIUS industrial controls and low-voltage power distribution with SIVACON, SENTRON and SIMARIS.

## PLM Software Inc.

Siemens PLM Software, a business unit of the Siemens Industry Automation Division, is a leading global provider of product lifecycle management (PLM) software and services with seven million licensed seats and more than 71,000 customers worldwide. Headquartered in Plano, Texas, Siemens PLM Software works collaboratively with companies to deliver open solutions that help them turn more ideas into successful products.



*Turning innovation into value.™*

### Electro-Matic Products, Inc.

Since 1969, Electro-Matic has helped transform American industry by supplying automation components and solutions to leading U. S. manufacturers. Today, Electro-Matic continues to leverage the value of emerging technologies by developing practical applications for industrial, commercial and retail markets. As a technology company, we help our customers turn innovation into value. As a one-hundred percent employee-owned business, our customers enjoy the benefit of a supplier partner intently focused on delivering strong value-for-value relationships.



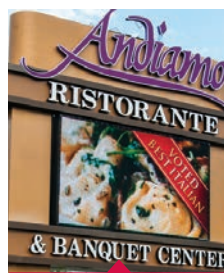
Connectivity  
Products



LED Lighting  
Products



Special  
Products



Visual  
Products

### Booth U8



### Connectivity Products

Electro-Matic's Connectivity Products group is a supplier of interconnect products for industrial automation with an emphasis on servo motion control applications. Through partnering with world class cable and connector manufacturers we are able to offer best in class cable, connectors, cable assemblies and pre-assembled C-track systems, designed to perform in the most demanding industrial applications.

Larry George

248-615-3948

ldgeorge@electro-matic.com

John Denomme

248-615-3953

jdenomme@electro-matic.com

### Booth A15



### LED Lighting Products

Indoor, Outdoor, it doesn't matter. We can reduce your maintenance time and your energy costs. In as little as one to two years, our LED lighting is paying you back in real dollars. Take a look at the uniform and bright lighting you have always wanted to have.

Alicia Martinez

248-615-3929

ammartinez@electro-matic.com

### Booth U3



### Special Products

Let us help you reduce your costs, our team can take the hassle out of your purchasing by reducing your SKU's down to just a few items. We are packaging experts. We have standard items like terminal blocks, power supplies, disconnects, cabinet assemblies and much more.

Our long history of *Turning innovation into value™* can solve your application needs.

Mike Heath

248-615-3946

mjheath@electro-matic.com

### Booth A14



### Visual Products

Electro-Matic's Visual Solutions Group provides and supports a comprehensive family of LED Display Solutions. These robust solutions utilize the latest LED technology and provide communication tools for any business application. We feature several product lines in LED technologies ranging from Industrial Indoor, Commercial, Billboard and Outdoor digital displays.

Our brands include: Factory Vision™, 4U2SEE™, Hyperion™, and HyperionPlus™.

Matt Capaldi

866-998-0990

mjcapaldi@electro-matic.com

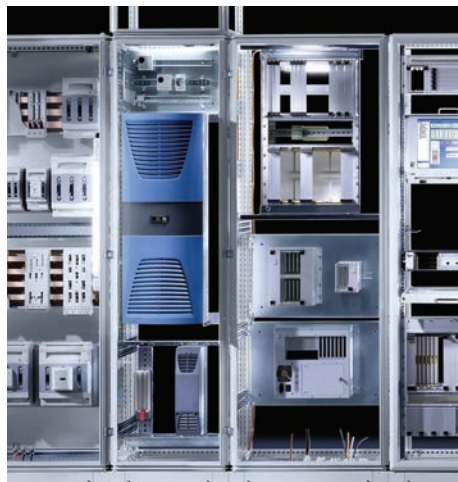


## Booth A16



## Rittal

Rittal Corporation features a full range of industrial enclosures and accessories including freestanding wall mount and HMI enclosures suited to practically any industrial environment. Couple with innovative climate control products, Rittal offers comprehensive, technologically advanced solutions.



Ruth Ramos  
224-234-7447  
ramos.r@rittal.us

Craig Callison  
937-477-9789  
callison.c@rittal.us

## Booth C18



## A&amp;E Engineering

A&E Engineering is an automation systems integration firm with experience in automotive paint, body, and assembly projects, as well as general process and manufacturing applications. With three offices and a staff of 100 professionals, A&E helps customers achieve successful results on their most complex projects.

Wright Sullivan  
864-616-1670  
Wright.Sullivan@aeengr.com

## Booth C3



## Brave Control Solutions

Brave is a Control Systems Integration company that specializes in Siemens Automation. Founded in 2008, we have been one of the fastest growing engineering companies in Canada, located minutes from Detroit. Please stop by our booth to find out how we can help solve your manufacturing challenges.

Brent McPhail  
519-996-0516  
bmcphail@bravecs.com

## Booth U6



## Turck

Turck products collect, carry and communicate data that controls automation. We engineer sensors, cordsets, full-range industrial ethernet, high-performance RFID and rugged IP67-rated networking solutions - all backed by global accessibility and unmatched application expertise. For single-source, innovative solutions that help fulfill the promise of the fully integrated automation environment, Turck Works.



Don Dale  
586-306-6855  
don.dale@turck.com

## Booth C26



## Comau

Comau is a leading global provider of advanced manufacturing systems, innovative sustainable automation and service solutions. With a strong history in the automotive industry, we have continued to grow, and today we offer our skills and know-how to a wide range of industries and applications.

## Booth C11



## Consumers Energy Business Solutions

Consumers Energy Business Solutions offers incentive / rebates for customer up-upgrades for Lighting and HVAC improvements.

David Kirk  
517-896-5830  
david.kirk@dnvgl.com

## Booth C22



## Control System Innovators Corp.

Control System Innovators Corp. is a controls and automation integrator focused on delivering total satisfaction to OEM's, vendors, and end-users through consultation, design, project management, implementation, and maintenance of industrial control systems. We are a designated Siemens Solution Partner, proven in providing innovative control and motion solutions to complex projects.

Chris Iossifidis  
289-208-3311  
chrisi@csiinnovation.com

## Booth U2



## Datalogic

Datalogic Industrial Automation is a global leader in the manufacture of Automatic Identification, Sensor, Safety, Laser Marking Systems and Machine Vision products. Datalogic has over 40 years of experience and is recognized as the idea technological partner providing superior quality products and distinctive solutions that ensure traceability, inspection and detection in industrial and logistic processes.

Tim Eisler  
248-854-9082  
time.eisler@datalogic.com

Greg Howard  
859-912-1546  
greg.howard@datalogic.com

## Booth C27



## Emergi-Lite

Emergi-Lite offers a complete range of emergency lighting and exit signs, including such essentials as vandal-proof signs and high-efficiency LED lighting options.

Tim Dunn  
901-493-1029  
timmy.dunn@tnb.com

## Booth C31



## Entegreat Inc.

Entegreat helps customers achieve world class manufacturing through the design, implementation and integration of manufacturing intelligence systems. Whether your focus is energy, quality, traceability or throughput, Entegreat can help you navigate the complexity of the plant floor. Our team has decades of experience in directing clients toward incremental profitability.

Ryan Jarvis  
248-931-4609  
ryan.jarvis@entegreat.com

## Booth C20



## DTE Energy

DTE Energy's Energy Efficiency Program for Business offers a comprehensive set of incentives for both electric and natural gas users, helping to promote investment in energy efficient technologies and to save energy and money — today and into the future.

Sean McCoy  
313-400-7863  
sean.mccoy@dnvgl.com

## Booth A7



## eFlex Systems

eFlex Systems is a recognized industry leader in the design and implementation of advanced technology and world-class assembly optimization solutions for the manufacturing and information technology markets. We help our customers achieve the right balance of technology and lean manufacturing principles to meet changing market demands. Serving a global customer base, we continue to expand our production assembly optimization expertise.

Dan McKiernan  
313-938-1428  
dm@eflexsystems.com

## Booth A11



## ePlan Software &amp; Services

EPLAN Software & Services is a world leader in providing complete engineering design automation solutions. EPLAN leverages their powerful database architecture to reduce design time by as much as 60% with their CAE products. Electric P8 for electrical design; Pro Panel for 3D enclosure layout; PPE for plant and process design, Fluid for fluid power design and harness ProD for cable harnesses.

Christine Knapik  
630-408-3863  
knapike@eplanusa.com

## Booth C17



## Fives DyAG

Full service engineering company, our professionally trained staff has knowledge in the latest automation technologies, turnkey automation solutions and software products.

With locations in Farmington Hills, MI, Charlotte, NC, Birmingham, AL and Leon, MX, Fives DyAG employs a dynamic team of over 100 educated, field tested, and highly qualified engineers.

Scott Hunter  
586-864-6988  
scott.hunter@fivesgroup.com



## Booth C9



## Fori Automation

Design, build and integrator of custom manufactured solutions for alignment, automated systems, measuring, test equipment and tooling. Fori's products have expanded over the years to include: Automated Guided Vehicles (AGV's), chassis marriage systems, wheel aligners, toe automation, 3D headlamp aimers, fluid fill systems, roll and brake testing systems, tire and wheel systems, tire loading and installation, caster/camber set systems, front corner and engine dress up, motor and transmission assembly, carpet and cockpit installation, door and seat installation, and urethane and glass systems.

Paul Meloche  
586-247-2336  
pmeloche@foriauto.com

## Booth C6



## Fortress Interlocks

Fortress Interlocks designs and manufactures safety access and control systems. Fortress offers an unrivaled portfolio suitable for application across a wide industrial base from power generation and distribution, steel, automotive, recycling, building materials through safeguarding robots and palletisers. Fortress is renowned for innovative design, robust engineering and reliability.

Bill Glenn  
513-325-4008  
bill.glenn@fortressinterlocks.com

## Booth C15



## Henrob

Henrob is the global leader in the designing and manufacturing of self-pierce rivets and installation systems. With a sole focus on Self-Pierce Riveting (SPR) and developing innovative products, Henrob has become the industry standard for SPR. Applications in automotive, transportation, and industrial markets benefit from the use of Henrob systems.

Dave Baker  
248-493-3950  
dbaker@henrob.com

Dan Raisanen  
248-493-3953  
draisanen@henrob.com

## Booth C7



## Hilscher

Hilscher is a global provider of industrial network inter-connectivity solutions. Hilscher's family of gateways convert industrial protocols whether they be a simple serial bus, a Fieldbus or any of many Real-Time-Ethernet protocols enabling easy, less expensive and lower risk network transitions. Hilscher is the solution for your network communication need.

Victor Wolowec  
630-390-4053  
vwolowec@hilscher.com

## Booth U5



## Harting

Harting develops, manufactures and sells electrical and electronic connectors, device terminations, network components as well as cable harnesses for networks or machinery, or for power and data application in factories. Our products are used in mechanical and plant engineering, broadcast and entertainment, factory automation, power generation and distribution as well as industrial electronics and telecommunication.

David Mordell  
630-945-0929  
david.mordell@harting.com

## Booth U4



## Helukabel

Helukabel® USA is a manufacturer and supplier of cables, wires and cable accessories. Our product line includes flexible and high-flex control cable, servo/VFD cables, BUS and Industrial Ethernet cables, and multi-norm cables. In addition, we carry an extensive stock of cable glands, connectors, cable tracks and other accessories.

Chris Campbell  
248-408-4363  
chris.campbell@helukabel.com

## Booth C13



## HIROTEC America

HIROTEC AMERICA is the industry leader, providing top quality closure panel solutions to the automotive industry. To provide a complete turn-key solution, we offer a fully-integrated production system that supports our customers from product design, tool development, through mass production. The flawless execution of our Full Vertical Approach enables us to achieve short vehicle development timeframes with exceptional quality.

Justin Hester  
248-403-6189

## Booth C16



## ILS Technology

Developed to operate with the 'four walls' of the enterprise, the deviceWISE Industrial Automation Platform from ILS Technology connects and integrates production machines and processes with existing systems for ERP, MRP, MES and SCADA Applications.

Tom Hasse  
810-516-7047  
thasse@ilstechnology.com

## Booth U7



## Intercontec

Intercontec is the global leader in power, signal and data communication connection technologies for industrial automation applications. With proven, patented connector designs that withstand the most harsh and rugged application environments, it is no accident that Intercontec has become the world leader in the manufacture and supply of servo motion control connectors.

Dave Bousfield

269-267-1402  
dm.bousfield@intercontec.biz

Rudolf Schambeck

r.schambeck@intercontec.biz

## Booth C33



## Littelfuse

Littelfuse's history of innovation, proven technical expertise and the industry's broadest and deepest portfolio of circuit protection products enable them to provide objective, comprehensive solutions for each customer's unique needs. Come check out our booth where we demonstrate how to mitigate arc flash hazards.

Cary Kroll

630-234-1339  
ckroll@littelfuse.com

## Booth C5



## iQuest

iQuest is a globally recognized source of expert programming, integration and training services for Siemens SIMATIC WinCC HMI and WinCC flexible for the US, Canada, and South America. iQuest has been formally recognized as a Siemens Solution Provider and WinCC HMI Specialist.

We specialize in the deployment of WinCC applications that include Client/Server, Web Clients, and thin clients, redundancy, as well as extensive database and custom developed solutions using C, C++, .NET and the WinCC Open Developers Kit (ODK).

Bob Meads

bob.meads@iquestcorp.com

## Booth C29



## NECA &amp; IBEW Local 58

National Electrical Association of Southeastern MI (NECA) International Brotherhood of Electrical Workers, Local 58 (IBEW). The IBEW-NECA Team represents 185 signatory electrical contractors and 4,500 skilled electricians in Southeastern Michigan. Affiliates work across a variety of market sectors including: Industrial, Commercial, Public, Government, and Residential. Productivity, Training and Customer Service make us: The Best Contractors, The Best Electricians, Period.

Diana Nash

diana.nash9@gmail.com

## Booth U9



## Nexans

As a worldwide leader in the cable industry, Nexans offers an extensive range of cables and cabling systems. With an industrial presence in 40 countries and commercial activities worldwide, Nexans offers a complete portfolio of cables and solutions for market segments as diverse as the automotive, aerospace industries, shipbuilding, nuclear power, oil & gas and petrochemicals, material handling and automation. Nexans adds value through advanced technologies and durable high-performance products.

Lothar Igl

info.nd@nexans.com

## Booth C19



## Nook Industries

Manufacturers of precision linear mechanical motion products for over 40 years, located in Cleveland, Ohio. This vertically integrated company designs and manufactures a broad range of ball screws, roller screws, electric cylinders and modular actuators. Nook's ISO facility employs the latest manufacturing technology and processes to ensure the highest quality for its products.

Mike Cook

216-337-9998  
mcook@nookind.com

## Concourse



## Northville H.S. RoboStangs and Walled Lake H.S. Monsters

The Northville High School RoboStangs and Walled Lake High School Monsters are each F.I.R.S.T. Robotics teams. F.I.R.S.T. stands for *For the Inspiration and Recognition of Science and Technology*. The mission of F.I.R.S.T. Robotics is to get students involved in STEM programs at an early age and inspire them to pursue careers in science and technology.

Julie Fisette

248-344-3800  
fisettju@northvilleschools.org

Bill Clark

monsters308@gmail.com

## Booth C23



## OPS Solutions

OPS Solutions' Light Guide Systems replace text-based, hard copy work instructions with intuitive, interactive visual guidance projected right onto the work itself --- driving quality, productivity, throughput improvements and tooling cost reductions that deliver high ROI. Just "Light, Guide, and Go!" for step function improvement in operational and financial results.

Chris Bala

248-219-1813  
chris.bala@ops-solutions.com

## Booth C21

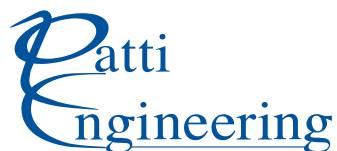


## PaR Systems

PaR Systems Inc. is recognized in extremely advanced crane motion controls. Major innovators in material handling utilizing Cartesian robotic technology for pick-and-place systems, palletizing and de-palletizing machines, and safety systems for crane technologies. Customers are represented in the global industries of automotive, steel, aluminum, heavy equipment manufacturing and food industries. Our robotic automation equipment includes case packing, palletizing, de-palletizing, machine tending, and custom engineered machines, all of which complement PaR's Systems Inc. capabilities.

Tom Trenasty  
512-694-5888  
ttrenasty@par.com

## Booth C4



## Patti Engineering

Patti Engineering is a CSIA Certified Control Systems Integrator and a Siemens Solution Partner offering expert engineering and software development for shop floor level controls and front office business systems. From designing and building new control systems, to upgrading antiquated technology, Patti Engineering provides complete turnkey control systems integration services.

Georgia Whalen  
978-697-2664  
gwhalen@pattiang.com

## Booth A13



## RedViking

RedViking offers manufacturing solutions, dynamic test stands and manufacturing execution systems. Whether you're looking for a specialty test machine, a better process, a more flexible form of conveyance, or MES to acquire and track data, RedViking brings it all.

Lexi Vargo  
lvargo@redvikingeng.com

## Booth C10



## Robotunits Inc.

Robotunits Inc. specializes in increasing our customers efficiency. We are the manufacturer of a modular Automation System consisting of Aluminum Extrusion Technology, Conveyor and Linear Motion & Lift station Systems as well as perimeter Safety Fencing systems.

Juergen Roth  
732-991-7809  
juergen.roth@robotunits.com

## Booth C25



## R&amp;E Automated Systems

R&E Automated Systems is an internationally recognized leader in the automation, engineering, and prototype build industries. R&E accommodates specific challenges by designing and programming turnkey automation systems for a variety of manufacturing applications. Our expertise includes: robotic programming, controls, prototype, mechanical design, training, laser welding, and welding engineering.

Allison LaRose  
alarose@reautomated.com

## Booth C35



## Radix

The innovative problem solvers on the award winning team at Radix, a Canadian Siemens Solution Provider, are manufacturing specialists delivering excellence in technology based solutions. Combining expertise in machine vision, advanced robotics, controls and software, Radix designs, builds, programs and delivers custom automation for improved quality, efficiency, flexibility and traceability.

Rachel Boucher  
519-737-1012  
rachel.boucher@radixinc.ca

## Booth A1



## Siemens Building Technologies

Siemens Building Technologies optimizes building energy performance, safety and security through the application of high efficiency systems and strategies, controls, life safety systems and security systems as well as a wide array of traditional and non-traditional services.

Mark Provost  
616-304-1826  
mark.provost@siemens.com

## Booth C8



## Steinhauer

Steinhauer is a provider of automation technology for the electrical enclosure assembly marketplace. Steinhauer's machining centers are specifically designed for the modification (holes and cutouts) of enclosures, mounting plates and other material applications. Steinhauer's complete "eCAB" family of solutions increase production efficiency - along with quality - throughout the modern assembly shop.

Hermann Nagel  
hermann.nagel@steinhauer.de



## Booth C19



## Stober Drives

Stober Drives, located in Marysville, Kentucky since 1991, manufactures and assembles a broad offering of speed reducers including: food and beverage units for the harshest application, also stainless steel, servo gearheads in many configurations, rack and pinion drives and a hollow bore servo gearmotor. We pride ourselves on short deliveries, customer service second-to-none and true 24/7 support.

Jim Lowery  
586-805-0436  
jlowery@stober.us

## Booth U1

vista solutions inc.



## Vista Solutions

Vista Solutions, Inc. is an advanced technology development and solutions integration company with a core business and technical model focus on machine vision and measurement inspections.

Curtis Laurie  
519-990-5958  
claurie@vistasolutions.ca

## Booth C24



## Toggled

Toggled is a Michigan manufacturer of LED products for the replacement of fluorescent lighting. Designed to replace T12 / T8 fluorescent tubes, TOGGLED LED lights reduce facility lighting costs, enhance the quality of light and are locally made ensuring the highest levels of customer service.

David Simon  
248-563-8608  
dls@toggled.com

## Seminar Learning Tracks

This year's Tech Tip-Off features an addition to our extensive seminar schedule: Learning Tracks. We've broken down our schedule into 2 specific tracks and color-coded them to help better schedule your time: **Track 1: Controls Engineering** and **Track 2: Energy Savings, Facilities and Plant Management**. These tracks are designated by a color and icon set and is present on the Seminar Schedule and the individual Seminar descriptions that you will find on the following pages.



## Controls Engineering

This track is for you if your involved in : PLC / PAC or HMI logic: design / programming / trouble-shooting, automation system design, specifying automation equipment, industrial network design, process engineering, and test / assembly / debug of automation systems.



## Energy Savings, Facilities and Plant Management

This track is for you if you are involved in or responsible for managing and maintaining facilities: HVAC controls and lighting systems, energy conservation, specify energy equipment, environmental compliance, LEED, improving building and plant performance, manage budgets, facilities design, energy engineering and management.



## Systems Monitoring and Device Level Diagnostics

Visit the Siemens Mobile Showcase to see how Siemens Automation, Drives and Control solutions work together to provide critical device level diagnostic and operational information. During your visit, common fault and warning conditions will be simulated and annunciated to the operator. Repairs, that in the past took hours to complete, now can be made in minutes, minimizing both planned and unplanned downtime.

## Siemens Controls Mobile Showcase

Increase savings by decreasing panel build time, wiring, and space. Learn about the latest in modularity and connectivity in Sirius Controls with Sirius Innovations and I/O Link. See the space savings and connectivity and high short circuit strength of the all new 3RM1 Hybrid Motor Starters. The new 3SK1 Safety Relays set a new standard in flexible, simple, and economic safety relay applications. Get the jump on the competition with these and other products using the latest in Siemens technology.



Wednesday  
9:00a, 1:00p  
West Atrium

Thursday  
9:00a, 1:00p  
West Atrium



Wednesday  
11:00a, 3:00p  
West Atrium

Thursday  
11:00a, 3:00p  
West Atrium



	Hall of Legends I FLOOR 3	Hall of Legends II FLOOR 3	Hall of Legends III FLOOR 3	Suite C8 FLOOR 3	Suite C5 FLOOR 3	4th Floor Landing FLOOR 4	5th Floor Landing FLOOR 5	6th Floor Landing FLOOR 6	Rooftop Suite FLOOR 7	South Press Alcove FLOOR 7	Visitors Locker Room BASEMENT	Lions Post-Game Interview Room BASEMENT	Press Dining Room FLOOR 7
8:00a	Automotive Manufacturing Summit							Automation Workshop for Education: Instructors and Students					
8:30a													How to Become a Safety Expert <b>14 Seat Limit</b>
9:00a						Energy Audit and LED Lighting: Finding Hidden Savings	Performance Monitor for WinCC		Advances in Power Distribution	TIA Portal: Overview of Key Features	2014 Standards and Codes for UL/IEC Control Panel Design		
9:30a													
10:00a				S7-1200 Test Drive: Siemens New Micro PLC <b>14 Seat Limit</b>	V20 Hands-On Training <b>14 Seat Limit</b>	Commissioning and Re-Commissioning Building Systems for Energy Savings	Seamless Data Access Across Varying Protocol Networks Using Gateways, Proxies, Protocol Converters	Network Validation and Monitoring	Accelerate Your Control Panel Process with ePlan			Advantages of Hybrid Cable Technology: The Flexibility of 'One Cable' Used for Multiple Applications	
10:30a									SIMATIC S7-1500: Come take a Hands-On Tour of the New PLC Line				
11:00a						Lighting Applications for Energy Efficiency	Taking Visualization to the Next Level with SIMATIC HMI and WinCC	Innovations in Learning	Ri-Isolator and Arc Flash Solutions		What's New in Siemens Controls	A Practical Guide to Converting Obsolete Siemens S5 PLCs to Siemens S7	
11:30a													
12:00p													
12:30p													
1:00p				Discover Efficiencies: Hands-On with the TIA Portal <b>14 Seat Limit</b>	G120 Commissioning using SINAMICS Startdrive <b>14 Seat Limit</b>	Sustainable Manufacturing: Good for the Environment, Good for Your Bottom Line	Building Industrial Wireless Networks: Best Practices and the Latest Innovations	Condition Monitoring and Reliability	Achieve Maximum Design Efficiency	What's New from Siemens Automation: Innovations, 2014	What's New in Siemens Drives and Motion Control	The What, the Why and How of RFID	
1:30p													
2:00p						Demand Flow® Chiller Plant Optimization for Energy Savings	An Introduction to Connected Manufacturing: The Benefits of a Plant Wide Industrial Ethernet Network	'Must Have' SIMATIC App Tools: Live Demo of Key iPhone Apps and Tools from Siemens	IT Solutions	Leveraging Siemens Brand in Your Go-to-Market Strategy	Siemens Drives: Powering Test Stands	Taking Industrial Ethernet One Step Further	
2:30p	<b>After Hours Networking Reception 4-7pm West Atrium</b> • Beverages • Hors d'Oeuvres • Live Entertainment									Selling is Believing: Leveraging Siemens Global Support...			
3:00p						Performance-Based Energy Solutions	Secure Remote Industrial Connectivity	Increase Manufacturing Op. Responsiveness with Manufacturing Execution Systems Software: SIMATIC IT	Trends in IT: The Move to the Factory Floor	Best in Class, Safety Integrated to Increase Your Productivity and Save Costs Up to 30%	Solutions for Servo Presses and Servo Press Line Automation	Simply Simple... Review the Latest and Greatest Turck Connector, Sensor and Actuator Signal Technologies	
3:30p													
4:00p													
4:30p													

LEGEND

Automation ePlan/Rittal Motion Controls CS

TRACKS

Energy Savings, Facilities and Plant Management Controls Engineering



	Hall of Legends I FLOOR 3	Hall of Legends II FLOOR 3	Hall of Legends III FLOOR 3	Suite C8 FLOOR 3	Suite C5 FLOOR 3	4th Floor Landing FLOOR 4	5th Floor Landing FLOOR 5	6th Floor Landing FLOOR 6	Rooftop Suite FLOOR 7	South Press Alcove FLOOR 7	Visitors Locker Room BASEMENT	Lions Post-Game Interview Room BASEMENT	Press Dining Room FLOOR 7
8:00a	Maximize Your Operations with Innovative Support Tools from Siemens	Industrial Computers: Applications and Best Practices		Discover Efficiencies: Hands-On with the TIA Portal				Network Validation and Monitoring					
8:30a				14 Seat Limit									How to Become a Safety Expert
9:00a	PROFINET: Safe. Secure. Fast. Deterministic. Easy. Flexible. Open. Complete. Efficient. Ethernet.	What's New in Siemens Controls	Industrial ID: Real World Applications of RFID and Code Reading			Energy Audit and Energy Efficiency: Finding Hidden Savings	PerformanceMonitor for WinCC	Innovations in Learning	Advances in Power Distribution	Extreme Makeover: Transfer Press Edition	Light Guide Systems for Visual Work Instructions & Error-Proofing – Augmenting Reality on the Plant Floor	Inspect, Mark, and Trace with Datalogic	14 Seat Limit
9:30a													
10:00a	Featured Presenter: Carl Henning Deputy Director, PI North America	What's New from Siemens Automation: Innovations, 2014	Solutions for Servo Presses and Servo Press Line Automation		G120 Commissioning using SINAMICS Startdrive	Commissioning and Re-Commissioning Building Systems for Energy Savings	Seamless Data Access Across Varying Protocol Networks Using Gateways, Proxies, Protocol Converters	Automation Workshop for Education: Instructors and Students	Accelerate Your Control Panel Process with ePlan	How Automotive Powertrain Testing is Changing the World of Military Helicopters	Advantages of Hybrid Cable Technology: The Flexibility of 'One Cable' Used for Multiple Applications	Simply Simple... Review the Latest and Greatest Turck Connector, Sensor and Actuator Signal Technologies	
10:30a					14 Seat Limit								
11:00a	Industrial Cyber Security	What's New in Siemens Drives and Motion Control	How to Make the Transition from Fieldbus to Ethernet			Lighting Applications for Energy Efficiency	Taking Visualization to the Next Level with SIMATIC HMI and WinCC		Ri-Isolator and Arc Flash Solutions	Rethinking Weld Cell Controls: Less Panels... More Value	Controls to IT Integration – Make and Save Money Using the Industrial Internet of Things	The What, Why and How of RFID	
11:30a													
12:00p													
12:30p													
1:00p	Best In Class, Safety Integrated to Increase Your Productivity and Save Costs Up to 30%	TIA Portal: Overview and Key Features	2014 Standards and Codes for UL/IEC Control Panel Design	S7-1200 Test Drive: Siemens New Micro PLC	V20 Hands-On Training	Financing, Rebates and Incentives for Energy Efficiency	Building Industrial Wireless Networks: Best Practices and the Latest Innovations	Condition Monitoring and Reliability	Achieve Maximum Design Efficiency	The Invisible Assembly Line: Battery Free AGVs and Inductive Power Transfer	Energy as a Competitive Advantage: Best Practices for Plant Floor Energy Optimization	Taking Industrial Ethernet One Step Further	
1:30p				14 Seat Limit	14 Seat Limit								
2:00p	Siemens Drives: Powering Test Stands					Demand Flow® Chiller Plant Optimization for Energy Savings	An Introduction to Connected Manufacturing: The Benefits of a Plant Wide Industrial Ethernet Network	'Must Have' SIMATIC App Tools: Live Demo of Key iPhone Apps and Tools from Siemens	IT Solutions	Major Breakthroughs in Crane Safety and Enhancing Productivity	CNC Support and Modernization		
2:30p		SIMATIC S7-1500: Come take a Hands-On Tour of the new PLC Line!											
3:00p	A Practical Guide to Converting Obsolete Siemens S5 PLCs to Siemens S7		Trends in Industrial Software			More Cash-Flow Positive Financing for Clean Energy and Water Improvements	Secure Remote Industrial Connectivity		Trends in IT: The Move to the Factory Floor	eFlex Systems: Robust Traceability in Manufacturing Operations for Real-Time Quality Management			
3:30p													
4:00p													
4:30p													

LEGEND

Automation ePlan/Rittal Motion Controls CS

TRACKS

Energy Savings, Facilities and Plant Management Controls Engineering



Wednesday  
8:00-9:50a  
6th Floor  
Landing



Thursday  
10:00-11:50a  
6th Floor  
Landing



## Automation Workshop for Education: Instructors and Students

For more than 150 years, Siemens has remained closely linked and an active supporter for public education. As a global leader in technology, we work with all institution levels to help develop technical talent on a local basis - from skilled operators through research scientists. In the US, the Siemens Cooperates with Education (SCE) program provides participating schools with a range of support, including simulator equipment, software, curriculum and instructor training. We help schools to keep pace with current industrial technologies and the needs of their local industry. The workshop will include hands on activities with Siemens LOGO! and STEP 7 Portal software tools leveraging simulation tools ideal for the classroom. Join us for this fun, interactive program and to learn more about Siemens automation technologies and how your school or company can take advantage of our SCE program. **Presented by: Siemens**

## Two-Day Session

Wednesday  
8:30-4:50p  
Press Dining  
Room

Thursday  
8:30-11:50a  
Press Dining  
Room



14 Seat Limit

## How to Become a Safety Expert

This session is focused on understanding the complete requirements for a safety application from start to finish and is intended to arm the participant with the safety knowledge to fulfill most safety requirements. The session provides:

### Day 1:

- Education - Machine Safety Standards
- Compliance - Risk Assessment
- Safety Solutions - Safety Products and Solutions
- Safety Implementation - Safety Evaluation Tool
- Response Time - COTIB Calculation
- Wiring - Per categories under EN954

### Day 2:

- Safety PLC programming, develop project: Safety Hardware configuration, Reintegration, Safety Logic, Integrating standard and safety logic
- Safety Documentation
- Safety Success Stories

This session is a balanced combination of lecture, hands on - risk assessment workshop, wiring labs and instructor led programming lab.

*Prerequisites: Knowledge of Step7 v5.5 and TIA Portal V11 programming for standard PLCs.*

**Presented by: Siemens**

Wednesday  
9:00-9:50a  
4th Floor  
Landing



Thursday  
9:00-9:50a  
4th Floor  
Landing

## Energy Audit and Energy Efficiency: Finding Hidden Savings

Even large organizations are finding they can reduce waste and energy expenditures by up to 60% with an energy audit program. Rebuild Michigan, along with its Regional Technical Assistants (RTAs), work to promote increased energy efficiency within Michigan communities by providing technical assistance and resources to eligible building owners that are ready to undertake comprehensive or staged energy efficiency projects. Learn more about the program and how Rebuild Michigan provides preliminary energy audits and related project support services to enrolled clients.

**Presented by: Michigan Energy Office - Michigan Economic Development Corporation**

Wednesday  
9:00-9:50a  
5th Floor  
Landing



Thursday  
9:00-9:50a  
5th Floor  
Landing

## PerformanceMonitor for WinCC

Does your production have bottlenecks that you're not aware of? Could one machine be dragging down the entire facility? Does your equipment have excess capacity that could be easily and inexpensively tapped? WinCC can allow you to monitor the performance of machines and plants to allow you to help improve the uptime and production of your plant. PerformanceMonitor for WinCC will allow you to develop and track and display KPI's for you equipment letting you know what is happening on the plant floor. With this data you can make decisions that will improve production by reducing downtime, removing bottlenecks and better equipment utilization for your facility. Learn how WinCC and PerformanceMonitor can help you improve the productivity of your plant.

**Presented by: Siemens**

## Advances in Power Distribution

Rittal will be presenting several innovations and improvements in power distribution technology. The presentation will cover busbar and several other solutions designed to save money, space, and time. Busbar specifically is an organized, efficient, and economical way of delivering power to a variety of applications. Due to its modularity and adaptability busbar is a future oriented product with many advantages over traditional products. Learn more about busbar and many of Rittal's other power distribution products at this session.

**Presented by: Rittal**

Wednesday  
9:00-9:50a  
Rooftop Suite



Thursday  
9:00-9:50a  
Rooftop Suite



## TIA Portal: Overview of Key Features

Join us for a live presentation where Siemens automation experts will demo a completely new dimension in engineering software efficiency revealing how it can increase your company's performance and profitability. Come and see first hand how a single engineering platform for Controllers, HMIs and Drives, has been redefined to save you time, money and effort. A powerful, yet simple, engineering platform that gives your business a competitive edge. Including updates for the latest versions of the software.

**Presented by: Siemens**

Wednesday  
9:00-10:20a  
South Press  
Alcove



Thursday  
1:00-2:20p  
Hall of  
Legends II



## 2014 Standards and Codes for UL/IEC Control Panel Designs

Listen to an industry expert provide an update on recent changes in control panel design standards and how those changes impact the control panel design of tomorrow. Important changes in U.S. standards UL508A and NFPA79 and changes concerning UL labels and their meaning will be covered. The latest changes in relevant IEC standards for control panel design will be summarized, combined with a vision of the future and some of the latest, helpful tools for efficient planning.

**Presented by: Siemens**

Wednesday  
9:00-10:50a  
Visitors Locker  
Room



Thursday  
1:00-2:50p  
Hall of  
Legends III



## S7-1200 Test Drive: Siemens New Micro PLC

Give us 110 minutes and we'll show you a feature packed SIMATIC S7-1200 PLC system and give you the know-how to save time and money on your next automation project. The S7-1200 is a new modular space-saving controller for small automation systems that require either simple or advanced functionality for logic, HMI and networking. It is both compact and highly powerful - especially in relation to its real-time performance. It is fast, features great communication options, and is programmed with easy-to-operate, easy-to-learn software. **You will Experience:** Feature overview, Hardware and Software configuration, Integration of Basic Panel HMI functionality into PLC tasks, Expansion options, Communication capabilities, Programming Visualization.

**Presented by: Siemens**

Wednesday  
10:00-11:50a  
Suite C8



Thursday  
1:00-2:50p  
Suite C8

14 Seat Limit

## V20 Hands-On Training

Join us for this hands-on session as we take you through the commissioning of the G120 drive using the new SINAMICS Startdrive software. In addition to commissioning the drive, attendees will also be taken on a "guided tour" of the new Startdrive software including a general overview and helpful tips and tricks.

**Presented by: Siemens**

Wednesday  
10:00-11:50a  
Suite C5



Thursday  
1:00-2:50p  
Suite C5



14 Seat Limit

Wednesday  
10:00-10:50a  
4th Floor  
Landing



Thursday  
10:00-10:50a  
4th Floor  
Landing

## Commissioning and Re-Commissioning Building Systems for Energy Saving

Buildings undergo operational and occupancy changes that challenge the mechanical and electrical systems, hindering optimal performance. In today's complex buildings systems are highly interactive with sophisticated control systems that can create a trickle-down effect on building operations and processes degrading performance. Most buildings have never gone through any type of commissioning process, and even well-constructed buildings experience performance degradation over time. No matter how well service personnel maintain equipment over time it will operate ineffectively wasting energy and reliability. Siemens recommends retro commissioning of various mechanical systems and building controls to effectively mitigate or eliminate these problems. **Presented by: Siemens Building Technologies**

Wednesday  
10:00-10:50a  
5th Floor  
Landing



Thursday  
10:00-10:50a  
5th Floor  
Landing



## Seamless Data Access Across Varying Protocol Networks Using Gateways, Proxies and Protocol Convertors

Industrial networks are evolving and expanding. Point-to-point, serial, and fieldbus networks are being upgraded and Ethernet networks may even be changing over from one flavor to another. Sometimes that evolution is not so straightforward when it comes to legacy systems. Want to upgrade your controls but fear the cost of updating all your current I/O and networks? There are options other than "rip-and-replace". Do you want to add specialized devices onto your network but that device doesn't come in that particular protocol flavor you have? You do have options. This seminar will showcase Hilscher's solutions that bring dissimilar networks together seamlessly giving you access to data you once thought was not available. Bring your challenges and we'll bring our solutions. **Presented by: Hilscher**

Wednesday  
10:00-10:50a  
6th Floor  
Landing



Thursday  
8:00-8:50a  
6th Floor  
Landing



## Network Validation and Monitoring

The use of ethernet communications and technology has increased rapidly in today's operational environment. The complexity of these systems poses a challenge to manufacturers and can directly impact plant availability and reliability. Without proper design, validation and continuous monitoring these networks can quickly become the Achilles' Heel of modern industrial automation systems. This seminar will focus on how our customers can use the Network Validation and Monitoring services from Siemens to keep their plant operations and manufacturing systems up and running.

**Presented by: Siemens**

Wednesday  
10:00-10:50a  
Rooftop Suite



Thursday  
10:00-10:50a  
Rooftop Suite

## Accelerate Your Control Panel Process with ePlan

Learn how EPLAN leads automation in Control Panel Manufacturing. Bring data consistency between disciplines with superior quality, lower overall costs and time savings. With EPLAN Pro Panel, 3D enclosure modeling using Rittal panels ensures visualization, automatic wire routing and integration with NC production and the Wire Processing machines, that will accelerate the manufacturing of control panels. Through 3D virtual prototyping you can layout your design panel, align and position components exactly, follow spacing requirements and automatically calculate wire lengths. EPLAN Pro Panel's realistic 3D representation ensures high-quality data for manufacturing, mounting and operation.

**Presented by: ePlan**

Wednesday  
10:00-10:50a  
Lions Post-Game  
Interview Room



Thursday  
10:00-10:50a  
Visitors Locker  
Room



## Advantages of Hybrid Cable Technology: The Flexibility of 'One Cable' Used for Multiple Applications

This seminar will illustrate the advantages of Hybrid Cable technologies used in a machine tool layout. This includes the flexibility and freedom of extensions or changes of a machine layout as the cable layout becomes decentralized consisting of Power, Feedback and Bus - all in one cable. This technology is most advantageous in smaller units and systems with multiple modules and where designs are assembled with the flexibility to add to or change existing designs. Finally, this seminar will cover the basic components of a Hybrid Cable and the successful applications where this technology is currently being used.

**Presented by: Nexans**

## SIMATIC S7- 1500: Hands-On Tour of the New PLC Line

Tired of Power Points? This seminar is your opportunity to get hands-on experience with the new S7-1500 product line. Experience the new optimized/efficient design and handling, first hand, as you assemble and power up a small S7-1500 PLC system. Learn about the built in security, diagnostics, and color display "by doing" in this 90 minute seminar. OK...there's a few PPTs, but mostly hands on!

**Presented by: Siemens**



Wednesday  
10:30-11:50a  
South Press  
Alcove



Thursday  
2:30-3:50p  
Hall of  
Legends II

## Lighting Applications for Energy Efficiency

According to the Department of Energy, lighting accounts for 8% of all energy consumption in the United States and 22% of electricity nationwide. Energy efficient lighting has the potential to reduce lighting energy use in the United States by one-fourth. With the promise of being more than ten times as efficient as incandescent lighting, new light emitting diodes (LEDs) will change the way we light our homes and business. Learn about the unique benefits of LED technology and how you can apply practical uses of LEDs in your business facilities and products. Check out products for parking lots, offices, emergency egress lighting or machine lighting featuring: EMP LED Lighting, Waldmann Industrial Lighting, Emergi-lite and US Energy Sciences.

**Presented by: Electro-Matic LED Lighting**



Wednesday  
11:00-11:50a  
4th Floor  
Landing



Thursday  
11:00-11:50a  
4th Floor  
Landing

## Taking Visualization to the Next Level with SIMATIC HMI and WinCC V13

SIMATIC HMI combines the latest hardware technology with an intuitive and efficient engineering software to provide best-in-class visualization solutions for demanding requirements in the manufacturing environment. With the latest release of WinCC, Siemens advances plant visualization to the next level. Join us for a 50 minute seminar where we will introduce the latest hardware and software innovations available for meeting your visualization needs.

**Presented by: Siemens**



Wednesday  
11:00-11:50a  
5th Floor  
Landing



Thursday  
11:00-11:50a  
5th Floor  
Landing

## Innovations in Learning

The resurgence of manufacturing in America combined with an aging workforce and rapidly changing technology, has created an increased demand for new learning resources and programs for on-boarding skilled workers. The lifecycle for learning begins with initial preparation through reinforcement and includes multiple tiers of technical depth that cannot be efficiently served through traditional classroom methods only. Learning innovations using new technologies, techniques and delivery media are making learning more flexible, building greater efficiency and providing skills focus. Join us for a review of some new, creative Siemens learning tools and concepts that are keys to fueling the skilled workforce of the future.

**Presented by: Siemens**



Wednesday  
11:00-11:50a  
6th Floor  
Landing



Thursday  
9:00-9:50a  
6th Floor  
Landing

## Ri-Isolator and Arc Flash Solutions

Arc flash is a dangerous phenomenon where electric current travels outside its path, often causing explosions leading to serious injury and even death. Arc flash safety has become a very important topic within the industrial market space. OSHA has increased its enforcement of NFPA 70E (Standard for Electrical Safety in the Workplace) guidelines. Learn how Rittal products can help you meet these requirements and provide a safer working environment for your personnel.

**Presented by: Rittal**



Wednesday  
11:00-11:50a  
Rooftop Suite



Thursday  
11:00-11:50a  
Rooftop Suite

Wednesday  
11:00-11:50a  
Visitors Locker  
Room



Thursday  
9:00-9:50a  
Hall of  
Legends II



## What's New in Siemens Controls

Increase savings by decreasing panel build time, wiring, and space. Learn about the latest in modularity and connectivity in Sirius Controls with Sirius Innovations and I/O Link. See the space savings and connectivity and high short circuit strength of the all new 3RM1 Hybrid Motor Starters. The new 3SK1 Safety Relays set a new standard in flexible, simple, and economic safety relay applications. Get the jump on the competition with these and other products using the latest in Siemens technology.

**Presented by: Siemens**

Wednesday  
11:00-11:50a  
Lions Post-Game  
Interview Room



Thursday  
3:00-3:50p  
Hall of  
Legends I



## A Practical Guide to Converting Obsolete Siemens S5 PLCs to S7

Join us for this seminar which will cover the finer technical points of converting Siemens S5 legacy systems over to the current S7 platform. We cover the many immediate benefits in this upgrade, as well as additional side benefits through future interface with other modern systems. Topics to be covered include the Siemens S5 to S7 Conversion Utility, pitfalls to avoid during software conversion, hardware upgrade options and economic concerns. **Reasons to make the change:** Maintainability, Scalability, Integration with other systems. **Economic Aspects/Concerns:** High cost/lack of availability of legacy equipment, Engineering time for updates, maintenance. **Technical Aspects:** Conversion Utility, How to deal with pitfalls and inconsistencies.

**Presented by: Siemens**

Wednesday  
1:00-4:50p  
Suite C8



Thursday  
8:00-11:50a  
Suite C8

14 Seat Limit

## Discover Efficiencies: Hands-On with the TIA Portal

Flexibility in machine configurations, faster time to market, and reduced downtime are all key requirements in the product life cycle for any machine. Implementing automation systems that meet these needs requires intuitive, easy to use engineering tools, a robust and proven hardware platform and a flexible, ethernet-based, high-performance communications architecture.

Join us for a 1/2 day "hands-on" workshop where we will introduce you to the Siemens automation solution based on Profinet communications, S7-1500 controllers, Sinamics drives and engineered with the revolutionary Totally Integrated Automation Portal software.

**Presented by: Siemens**

Wednesday  
1:00-2:50p  
Suite C5



Thursday  
10:00-11:50a  
Suite C5



14 Seat Limit

## G120 Commissioning using SINAMICS Startdrive

This session will focus on the Siemens G120 and the features that make it more than just your traditional general purpose drive. From its modular design and integrated safety to the efficient in feed technology, we will cover all the key features that make the G120 so valuable to you and your application. In addition to the key product and application information we will deliver, you will also learn how to configure and commission the Siemens G120 through hands-on exercises.

**Presented by: Siemens**

Wednesday  
1:00-1:50p  
4th Floor  
Landing



## Sustainable Manufacturing: Good for the Environment, Good for Your Bottom Line

Today there is increasing pressure for almost every manufacturer to go "green", but what does "going green" really mean? How many of the best-intended grasp the potential impacts, both up and down, to the operations of their organization. Going green is nice, but not if it hinders your ability to compete in the realities of the marketplace. MMTC can guide you. With the right approach and defined goals, green manufacturing holds potential economic benefits including long-term cost savings, waste reductions and process efficiency improvements.

**Presented by: Michigan Manufacturing Technology Center (MMTC)**

## Building Industrial Wireless Networks: Best Practices and the Latest Innovations

This session will present best practices to successfully design and implement an industrial wireless control network. Attendees of this session will hear on the process for deploying an industrial wireless network, learn how to avoid common wireless pitfalls, and get an introduction to the latest industrial wireless innovations from Siemens.

**Presented by: Siemens**

Wednesday  
1:00-1:50p  
5th Floor  
Landing



Thursday  
2:30-3:50p  
5th Floor  
Landing



## Condition Monitoring and Reliability

Automotive manufacturing production demands are placing a greater emphasis on system throughput, equipment optimization and overall reliability. Siemens Condition Monitoring service provides detailed information in "real-time" about the health of plant machinery, alerting maintenance personnel when components starts to deteriorate or fall outside of acceptable operating trends. This allows corrective measures to be appropriately scheduled, thereby avoiding unplanned, costly downtime, expensive emergency repairs and loss of production. This seminar will focus on how Siemens Condition Monitoring solutions are helping automotive manufacturers improve the availability, performance and quality in their production environment.

**Presented by: Siemens**

Wednesday  
1:00-1:50p  
6th Floor  
Landing



Thursday  
1:00-1:50p  
6th Floor  
Landing



## Achieve Maximum Design Efficiency

Leverage the power of EPLAN Electric P8 and Siemens SIMATIC Step 7 design and programming tools for complete data exchange and round trip engineering. Learn how to reduce design time and efforts through the interface of Control hardware and tag data between EPLAN Electric P8 and Siemens SIMATIC Step 7 tools as well as accessing Siemens data using the EPLAN Data Portal to improve your engineering efficiency and reduce design time by up to 70% through automating engineering processes, using automatic schematic generation, and even customizing your projects for specific company requirements.

**Presented by: ePlan**

Wednesday  
1:00-1:50p  
Rooftop Suite



Thursday  
1:00-1:50p  
Rooftop Suite

## What's New from Siemens: Automation Innovations, 2014

Come see the new, "just released" automation products from Siemens and get a sneak-peek at what's on the horizon. The SIMATIC S7-1500 product line introduces the fastest controller Siemens has ever launched, and also adds safety to the menu as an option. TIA Portal, V13 includes Online Software Download and "Team Engineering", just to name a few new features included. Join us for the annual SIMATIC innovation update and get the latest scoop on what's new with SIMATIC!

**Presented by: Siemens**

Wednesday  
1:00-1:50p  
South Press  
Alcove



Thursday  
10:00-11:50a  
Hall of  
Legends II



## What's New in Siemens Drives and Motion Control

Join us as we take you through the Siemens Motion Control and Low Voltage Drives portfolio. In this session you will get an up close look at our overall product offering, current roadmap and future products in the pipeline. We will focus on our GP drive portfolio as well as cover the entire SINAMICS drives family, SIMOTION and our motor offering during this session.

**Presented by: Siemens**

Wednesday  
1:00-1:50p  
Visitors Locker  
Room



Thursday  
11:00-11:50a  
Hall of  
Legends II





Wednesday  
1:00-1:50p

Lions Post-Game  
Interview Room

Thursday  
11:00-11:50a

Lions Post-Game  
Interview Room

## The What, the Why and the How of RFID

This presentation will be focused on the application of RFID, from the technology used, the form factors it comes in, and also some applications (including some you may have never thought of). We will cover the differences between UHF and HF RFID, why you care about the difference between EEPROM and FRAM memory, and also how easy it can be to apply within a control system regardless what PLC or network you prefer.

**Presented by: Turck**

Wednesday  
2:00-2:50p

4th Floor  
Landing

Thursday  
2:00-2:50p

4th Floor  
Landing

## Demand Flow® Chiller Plant Optimization for Energy Savings

Demand Flow® is a unique, patented and proven energy and operational cost savings application for water-cooled, central chilled water plants. Typically, buildings with central chilled water plants run inefficiently 95% of the time which results in drastically excessive energy consumption. Demand Flow® is a holistic optimization of the entire chilled water system, including; Chillers, CHW Pumps, CW Pumps, CT Fans and AHU Fans. A typical installation results in a 20-50% reduction in total system energy consumption which on average equates to an approximate 1MM Kwh/yr in savings. The impact of saving 1MM Kwh is enough to surpass most short term sustainability goals while drastically reducing operational expenses throughout the building's lifecycle.

**Presented by: Siemens Building Technologies**

Wednesday  
2:00-2:50p

5th Floor  
Landing

Thursday  
2:00-2:50p

5th Floor  
Landing

## An Introduction to Connected Manufacturing: The Benefits of a Plant-wide Industrial Ethernet Network

Better access to data, leads to better decisions. This is a key tenant of the Connected Manufacturing concept. Come learn about the products and technologies that lead to increased productivity through a connected plant wide industrial Ethernet network. This session will cover the critical topics that need to be considered when designing a reliable plant network.

**Presented by: Siemens**

Wednesday  
2:00-2:50p

6th Floor  
Landing

Thursday  
2:00-2:50p

6th Floor  
Landing

## 'Must Have' SIMATIC Apps/Tools: Live Demo of Key iPhone Apps and Tools from Siemens

How do I access diagnostics and control in my automation system...from my iPhone, anywhere, anytime? It's easy with the S7-1200/1500 – just use the free App! Also, simplify the commissioning of your PROFINET system with "PRONETTA", a free SW tool that gives you the ability to simulate and test your I/O, check your topology, "name" and configure your components, etc. – all using this free SW tool – no CPU required! These are just two of the cool tools you'll see demoed live in this seminar - come and get updated on the latest/greatest in SIMATIC tools.

**Presented by: Siemens**

Wednesday  
2:00-2:50p

Rooftop Suite

Thursday  
2:00-2:50p

Rooftop Suite

## IT Solutions

Rittal does more than just industrial enclosures. We will share the myriad of IT solutions Rittal offers and how they can help your business flourish. Rittal will provide a high level summary on its Information Technology (IT) business segment, which is a growing need in the Industrial market place for data processing and storage. Rittal offers a full line of IT focused racks and cable management, as well as uninterruptible power supplies (UPS), power distribution units (PDU), and cooling equipment that can all be monitored on-line with real time alerts and controls.

**Presented by: Rittal**

## Leveraging Siemens' Brand in Your Company's Go-to-Market Strategy

Did you know Siemens has a marketing budget dedicated to promoting machine builders? This hands on workshop will explore Siemens co-marketing resources and programs that can help increase your company's visibility from a marketing perspective. Come prepared with the major trade shows and conferences you plan on participating in, and leave with a more robust marketing plan with the help of Siemens. Learn how you can utilize Siemens to increase your market presence utilizing free resources to help your company become more competitive.

**Presented by: Siemens**

## Siemens Drives: Powering Test Stands

Join Siemens for a glimpse into the capability of SINAMICS drives to dramatically improve the approach to test stands of many types. Emphasis will be on identifying specific applications, system architectures and the SINAMICS approach to getting the most out of test stands. Our goal is to make sure you leave with the information to help increase efficiency, productivity, and do so economically.

**Presented by: Siemens**

## Taking Industrial Ethernet One Step Further

Sometimes it was that one product we've been using that hasn't been updated to Ethernet yet, sometimes it's tough to link machines together even though they both use Ethernet, sometimes it's something as simple as the PLC ran out of IP addresses it can connect to. In this session we'd like to take some time to focus on some products/concepts that could make some Ethernet related headaches easier to manage.

**Presented by: Turck**

## Selling is Believing: Leveraging Siemens Global Support to Increase Your Company's Available Market

Could your company be winning more projects overseas? This topic will explore Siemens solutions for machine builders who ship globally or would like to ship globally and wish to learn how to utilize Siemens programs and offerings to support their global business. This topic will include segments on repair/spare parts support, price harmonization, and training and commissioning support.

**Presented by: Siemens**

## Performance-Based Energy Solutions

Siemens Building Technologies (BT) Division is a leading provider of energy and environmental solutions, building controls, electrical distribution equipment, fire safety and security systems solutions. Aging equipment, sustainability goals and rising operational costs can add to the pressure to make energy upgrades. And finding capital to fund the improvements can be almost impossible. How can you finance upgrades without capital funds? Siemens can help you do more with less. With Siemens performance-based energy solutions, improvements are funded by the very energy savings they produce. This means you can immediately start state-of-the-art equipment upgrades.

**Presented by: Siemens Building Technologies**

Wednesday  
2:00-2:25p

South Press  
Alcove

Wednesday  
2:00-2:50p

Visitors Locker  
Room

Thursday  
2:00-2:50p

Hall of  
Legends I

Wednesday  
2:00-2:50p

Lions Post-Game  
Interview Room

Thursday  
1:00-1:50p

Lions Post-Game  
Interview Room

Wednesday  
2:30-2:55p

South Press  
Alcove

Wednesday  
3:00-3:50p

4th Floor  
Landing

Wednesday  
3:00-3:50p  
5th Floor  
Landing



Thursday  
3:00-3:50p  
5th Floor  
Landing



## Secure Remote Industrial Connectivity

As companies expand their operations across the globe, the need to react quickly must be balanced with the cost of travel and downtime. Remote connectivity options have existed for some time; however changes in technology are providing new options for connecting with machines. The growing focus on security has also entered the remote connectivity space. Come learn what options exist today, and how they can provide secure remote access to your equipment around the globe.

**Presented by: Siemens**

Wednesday  
3:00-3:50p  
6th Floor  
Landing



## Increase Responsiveness of Manufacturing Operations with Manufacturing Execution Systems Software: SIMATIC IT

Dynamic markets with increasing demand variation, raising prices of energy and raw materials, quality and environmental regulations, as well as emerging markets with ever changing competitive landscape, place significant challenges upon manufacturers. Manufacturers are forced to achieve the highest level of resilience in global operations, while at the same time maintaining cost efficiency, quality and speed if they want to compete in local markets. Integrated manufacturing strategies will help realize the manufacturing agility and responsiveness and this is possible at the single plant level – or at the enterprise level, where companies are organizing networks of plants with varying capabilities depending on the market they have to serve. This in turn calls for an innovative vision on implementing and managing manufacturing IT in general, and Integrated Manufacturing Execution Systems / Manufacturing Operations Management in particular. Join us in our session to learn how Siemens integrated MES solution, SIMATIC IT, can deliver value to manufacturers in discrete industry.

- Timely, better informed decisions about manufacturing operations
- Monitor real-time performance against business goals
- Ensuring visibility into the production process
- Complete product & process traceability
- KPI view of all critical business and operational data
- Asset management
- Elimination of multiplicity of legacy shop floor applications
- Efficient planning and safe execution of plant operations
- Support JIS/JIT production

**Presented by: Siemens**

Wednesday  
3:00-3:50p  
Rooftop Suite



Thursday  
3:00-3:50p  
Rooftop Suite



## Trends in IT: The Move to the Factory Floor

New systems and technologies are constantly being developed to support IT in its migration from the clean world of data centers to the real world of the manufacturing floor. Sr. IT Applications Engineer at Rittal Corporation, Herb Villa, will discuss IT technologies of the past, present and future, as well as, address definitions, standards, facility requirements, performance metrics and regulatory requirements in this new environment. The goal is to create a foundation for the new and expanding IT space, introduce IT infrastructure products to support deployment in this new environment and help you define the questions you should ask as IT is deployed on the factory floor.

**Presented by: Rittal**

Wednesday  
3:00-3:50p  
South Press  
Alcove



Thursday  
1:00-1:50p  
Hall of  
Legends I



## Best In Class, Safety Integrated to Increase Your Productivity and Save Costs Up to 30%

This session shows you how safety can be seamlessly integrated into retrofits and new application designs, right from E-stops to Safety relays/controllers, Fail-safe drives to HMI's, and even innovative mobile wireless safety devices. Also see how the Frost & Sullivan 2013 Award winning, Siemens' innovative and cost-effective safety solutions can increase your productivity, save costs, giving you that peace of mind and a winning competitive advantage.

**Presented by: Siemens**

## Solutions for Servo Presses and Servo Press Line Automation

This session will cover optimal products and systems for Servo Presses including:

- Press Drive Sizing Calculations
- Proven software application
- Energy management options
- Advantages of energy management
- Advantage of Integrated System
- Overview of HMI screens
- Press line shared energy

**Presented by: Siemens**

## Simply Simple.... Come and Review the Latest and Greatest Turck Connector, Sensor and Actuator Signal Technologies

For many years we looked for products that had a complete product line available that had all the options we'd need to get what we needed when we needed it. The problem was this created unnecessary complexity in part number schemes, made choosing the right part difficult at times, and if you needed to use a part for the next job it seemed like it wasn't quite the one that was needed this time. Come see how Turck has changed this, and let us show you how with just a handful of part numbers we can cover almost any application. In the panel, on the machine, analog or digital, Ethernet in a line or in a ring, it's all here and it's ready to go.

**Presented by: Turck**

## Maximize Your Operations with Innovative Support Tools from Siemens

This seminar is perfect for customers who are new to Siemens or Siemens Industrial Automation. Come to this class to find out: Where to find General Product Information, brochures, and catalogs, How to access ordering tools and product configurators, Where can I access approvals/certifications, manuals, drawings, software downloads, updates, etc., Training Options, How to access local technical resources and what they offer, to name only a few!

**Presented by: Siemens**

## Industrial Computers: Applications and Best Practices

Industrial Computers are becoming an increasingly vital tool in the manufacturing process. Learn how Siemens' SIMATIC IPCs are improving data management and visualization.

**Presented by: Siemens**

## PROFINET: Safe. Secure. Fast. Deterministic. Easy. Flexible. Open. Complete. Efficient. Ethernet.

**Featured Presenter: Carl Henning, Deputy Director, PI North America**

Safe. Secure. Fast. Deterministic. Easy. Flexible. Open. Complete. Efficient. Ethernet. These are all characteristics of PROFINET, the world's most installed Industrial Ethernet. This session will provide an overview of all the things PROFINET can do and a peek behind the scenes to see how it does them. There is broad applicability in factory and process automation and motion control. And there are features that are specific to industries like automotive. Attend this session for a taste of what PROFINET does and how it does it, with some successful implementations presented and explained. **Presented by: Siemens**

Wednesday  
3:00-3:50p  
Visitors Locker  
Room



Thursday  
10:00-10:50a  
Hall of  
Legends III



Wednesday  
3:00-3:50p  
Lions Post-Game  
Interview Room



Thursday  
10:00-10:50a  
Lions Post-Game  
Interview Room



Thursday  
8:00-8:50a  
Hall of  
Legends I



Thursday  
8:00-8:50a  
Hall of  
Legends II



Thursday  
9:00-10:50a  
Hall of  
Legends I



Thursday  
9:00-9:50a  
Hall of  
Legends III



## Industrial ID: Real World Applications of RFID and Code Reading

Industrial ID is a common tool used in four main application areas; Production Control, Asset Management, Track & Trace and Supply Chain Management. Learn how Industrial ID is being applied in these areas. Discuss actual applications where Industrial ID is bringing proven advantages to companies and their customers.

**Presented by: Siemens**

Thursday  
9:00-9:50a  
South Press  
Alcove



## Extreme Makeover: Transfer Press Edition

If you hear the word retrofit or upgrade in a manufacturing environment do your palms start to sweat? Do you start to think about past projects with cost overruns and missed deadlines? These are typically the feelings that hold manufacturers back from the benefits of upgrading their existing automation. This presentation will take you through the Siemens Transfer Press controls upgrade case study where new automation not only saved money, but also made the existing machine faster and more reliable. It talks about how this project was delivered on time and budget and tools that you can use to do the same.

**Presented by: Brave Control Solutions**

Thursday  
9:00-9:50a  
Visitor Locker  
Room



## Light Guide Systems for Visual Work Instructions and Error-Proofing – Augmenting Reality on The Plant Floor

OPS Solutions is the developer of the award-winning, patented Light Guide Systems, visual workflow systems that drive improvement in productivity, quality, throughput, and capital avoidance. Come and learn about Light Guide Systems first hand, with case studies on material handling and logistics, product assembly, quality and inspection, and training. Our presentation will include the ease of installing and integrating Light Guide into your existing factory environment and systems, and best practices for making your operators immediately more productive in building higher quality products. We look forward to showing you how Light Guide can help solve your toughest operational problems with short payback periods and high ROI.

**Presented by: OPS Solutions**

Thursday  
9:00-9:50a  
Lions Post-Game  
Interview Room



## Inspect, Mark, and Trace with Datalogic

Implementing an Inspect, Mark, and Trace solution to your manufacturing process. This seminar will instruct the audience on connecting these tools through your communication network. The inspection tools are Machine Vision based. The Marking tools are Laser Marking based. The Trace tools are Bar Code identification based. Our team, from Datalogic, will provide instruction and demonstration of these tools which are all currently being used Worldwide.

**Presented by: Datalogic**

Thursday  
10:00-10:50a  
South Press  
Alcove



## How Automotive Powertrain Testing is Changing the World of Military Helicopters

This presentation will focus on the previous work completed in regen, multi-model testing and software for automotive powertrain testing and how those same concepts are being applied to helicopter dynamic components. A consolidated set of test systems were built for the military using this automotive background allowing RedViking to further available testing technology and performance for all industries.

**Presented by: RedViking**

## Industrial Cyber Security

Cyber security threats are rapidly evolving and have become a reality in today's operational environment. Whether the threats are from unintentional breaches, industrial espionage, or state-sponsored attacks, the damage to your business could be extreme. The specific requirements for cyber security of a Industrial Control System, however, differ significantly from the enterprise requirements of corporate IT. Siemens Managed Security Service is predicated on designing and implementing a continuous and comprehensive cyber defense program that is customized to your specific needs. This seminar will focus on how Siemens uses a combination of proven security measures and global intelligence, to provide the ongoing support needed to ensure the long-term protection of manufacturing assets, intellectual property and employees.

**Presented by: Siemens**

## How to Make the Transition from Fieldbus to Ethernet

The trend of using Ethernet based automation systems is not a new one, however, not every company is building a new plant or expanding with a new line. So how can existing installations quickly gain the benefits that Ethernet brings to the plant floor? This session will reiterate the value of an Ethernet based control system while demonstrating several methods to easily integrate existing fieldbus systems such as Devicenet and Profibus.

**Presented by: Siemens**

## Rethinking Weld Cell Controls: Less Panels... More Value

This seminar will discuss how Hirotec America utilized the latest automation solutions from Siemens, to create three panel-less and wire-less prototype assembly cells. We will discuss the system components, lessons learned, and how you can increase overall value to your customers, by creating a "-less system." Discussion will include methods to utilize the ET 200 Pro panel-less PLC, IP65 Industrial Touchscreen PCs, and Industrial Safety Rated Cell Level Wireless I/O through Profinet.

**Presented by: Hirotec**

## Financing, Rebates and Incentives for Energy Efficiency

Is your project eligible for federal tax incentives for improving building energy efficiency, implementing combined heat and power systems, and installing on site renewable generation, fuel cells, and micro-turbines? How about rebates available through your utility company? DTE Energy and Consumers Energy offer a comprehensive set of incentives for both electric and natural gas users designed to help you invest in energy efficient technologies. Learn about special financing options made available to Michigan business through Michigan Saves and other financial institutions. If you're considering an upgrade to a building mechanical or lighting system, or are looking for ways to sell and finance this kind of project to a customer or top management, you do not want to miss this class!

**Presented by: DTE Energy, Consumers Energy and Michigan Saves**

## The Invisible Assembly Line: Battery Free AGVs and Inductive Power Transfer

This presentation will focus on using Battery-free AGVs instead of traditional chain-based assembly line conveyance. A return on investment (ROI) approach was used to design the new line, with consideration given to using automation where it was cost-justified while retaining manual processes where the expense of automation was not justified.

**Presented by: RedViking**

Thursday  
11:00-11:50a  
Hall of  
Legends I



Thursday  
11:00-11:50a  
Hall of  
Legends III



Thursday  
11:00-11:50a  
South Press  
Alcove



Thursday  
1:00-1:50p  
4th Floor  
Landing



Thursday  
1:00-1:50p  
South Press  
Alcove



Thursday  
1:00-1:50p  
Visitors Locker  
Room



## Energy as a Competitive Advantage: Best Practices for Plant Floor Energy Optimization

Energy Optimization on the Plant Floor can be a distinct and powerful competitive advantage. This session will illustrate how real-time tracking, analysis and sustainable management of utility resources – Water, Air, Natural Gas, Electricity and Steam – can improve your manufacturing cost and provide tangible and measurable business benefits. You will hear how to select the right Energy and Water Management System for your business and how to leverage these systems to make a positive lasting impact on manufacturing cost and product strategy while improving your environmental footprint and green image in the marketplace.

**Presented by: Entegreat**

Thursday  
2:00-2:50p  
South Press  
Alcove



## Major Breakthroughs in Crane Safety and Enhancing Productivity

Are there Motion Control technologies that will enhance productivity and make my operations safer? PaR Systems Expert Operator Crane Technologies can do just that:

- Increase Productivity: *Run the crane faster and still have control over the load and protect the environment*
- Increase Safety: *Automatically error-proof lifts and moves to protect operators from: Side Load Lifts, Snags of slings and wire ropes, Collisions with plant and equipment*
- You can turn the crane into a robot so that it moves faster, safer and automatically
- Make all operators as good as your best operator

**Presented by: PaR Systems**

Thursday  
3:00-3:50p  
Hall of  
Legends III



## Trends in Industrial Software

The line between MES and SCADA systems is becoming blurry. Learn what trends Siemens is seeing and the direction that Industrial Software is heading. Presented by Frank Baudach, Head of Product Management for Simatic WinCC.

**Presented by: Siemens**

Thursday  
3:00-3:50p  
4th Floor  
Landing



## More Cash-Flow Positive Financing for Clean Energy and Water Improvements

This seminar presents finance via Property Assessed Clean Energy, or PACE. Harvard-trained lawyer and former Michigan department head Andy Levin will explain how long-term, government-secured PACE financing can make energy efficiency and water efficiency retrofits and renewable energy installations a no-money-down, cash-flow-positive deals for business property owners. PACE is jump starting the market for a wide range of improvements to our multi-family, commercial and industrial building stock. Levin will explain the market-oriented approach of the statewide Lean & Green Michigan PACE program, which enlisted cities and counties representing over one-third of Michigan's population in recent months.

**Presented by: Andy Levin - Lean & Green Michigan**

Thursday  
3:00-3:50p  
South Press  
Alcove



## eFlex Systems: Robust Traceability in Manufacturing Operations for Real-Time Quality Management

eFlex Systems Traceability and Quality is a software solution which enables manufacturers to store, retrieve, and report part status in a manufacturing environment. Using state of the art server software in conjunction with streamlined plant floor controller logic provided by eFlex Systems, users can realize real-time part storage, status, marriage, tracking, RFID recovery, quality gates, and reporting.

Manufacturing problems solved by eFlex Systems Traceability and Quality: Plant part status and tracking solutions falling short due to excessive server response times when determining part status.

**Presented by: eFlex Systems**

## Controls to IT Integration – Make and Save Money Using the Industrial Internet of Things

- Connecting the plant floor to existing enterprise databases and MES, ERP, and MRP systems
- The power of the deviceWISE enterprise-grade industrial automation platform: easy to install, scalable and secure
- Compelling use case that improve operational efficiencies and reduce cost

**Presented by: ILS Technology**

## CNC Support and Modernization

Do you have a CNC? Do you know how to get support and spares? Are you being requested to increase throughput on that older CNC machine? Join us, to learn about SIEMENS service and support options for current and mature CNC platforms. Product life cycle management and upgrade options will be covered. Repair services and spare part management will be addressed.

**Presented by: Siemens**

Thursday  
11:00-11:50a  
Visitors Locker  
Room



Thursday  
2:00-2:50p  
Visitors Locker  
Room



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**Fortress Interlocks**

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**Harting Inc.**

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Royal Oak, MI 48067  
248-318-7885  
www.poweringmichigansfuture.com

**Nexans**

8 rue du Général Foy  
75008 Paris, France  
+33 (0) 1 73 23 84 00  
nexans.com

**Nook Industries**

4950 E 49th St  
Cleveland, OH 44125  
216-271-7900  
nookindustries.com

**Northville H.S. RoboStangs**

45700 Six Mile Rd.  
Northville, MI 48168  
248-344-8420  
northvilleschools.org

**OPS Solutions, LLC**

24371 Catherine Industrial Dr Suite 235  
Novi, MI 48375  
248-374-8000  
ops-solutions.com

**PaR Systems**

554 North Avenue NW  
Atlanta, GA 30318  
404-874-0090  
www.par.com

**Patti Engineering**

2100 E Walton Blvd Ste A  
Auburn Hills, MI 48326  
248-364-3200  
pattieng.com

**R@E Automated Systems LLC**

44440 Phoenix Dr  
Sterling Heights, MI 48314  
586-228-1900  
reautomated.com

**Radix Inc.**

5140 Concession Rd 8  
Maidstone, ON N0R 1K0  
519-737-1012  
radixinc.ca

**RedViking**

46247 Five Mile Rd.  
Plymouth, MI 48170  
734-454-0500  
redvikingeng.com

**Rittal**

1 Rittal Pl.  
Urbana, OH 43078  
937-399-0500  
rittal.us

**Robotunits Inc.**

5 G Chris Ct.  
Dayton, NJ 08810  
732-438-0500  
robotunits.com

**Siemens Building Technologies**

45470 Commerce Center Dr.  
Plymouth Township, MI 48170  
734-456-3800  
siemens.com

**Siemens Industry Automation Group**

5555 New King Drive  
Troy, MI 48098  
248-712-8725  
www.industry.usa.siemens.com/automation

**Steinhauer**

St. Jobser Strasse 47a  
D-52146 Würselen  
+49 (0) 2405-4695-42  
steinhauer.de

**Stober Drives**

1781 Downing Dr  
Marysville, KY 41056  
606-759-5090  
stober.com

**Toggle**

164 Indusco Ct  
Troy, MI 48083  
248-614-2400  
toggle.com

**Turck**

3000 Campus Dr.  
Plymouth, MN 55441  
800-544-7769  
turck.us

**Vista Solutions Inc.**

2835 Kew Dr. Unit #1  
Windsor, ON N8T 3B7  
519-974-3330  
vistasolutions.ca

**Walled Lake H.S. Monsters**

1600 Oakley Park Rd.  
Walled Lake, MI 48390  
248-956-4700  
monsters308.org